

ABSTRACT

Digital media has raised new questions about what exclusive rights original copyright holders have to protect their works from being used without permission. While many peer to peer (P2P) technologies have arisen in recent months which facilitate non-licensed distribution of digital media over the Internet, Retail Point of Sale (RPOS) for Internet merchandising is a method which handles the money transaction and perpetual tracing required for selling of merchandise or media content on the Internet. On the Internet, it has always been assumed that this transaction must be conducted virtually on the Internet; after all, the Internet is a virtual realm. RPOS is a new approach to Internet merchandising that can facilitate the control of copies from copies (Serial Copy Management) through a content based identification system which survives beyond the first transaction. RPOS uses a cataloging system whose entries are generated in conjunction with media content fingerprinting prior to the sale, which may include such information as User Name, Last Known Address, Purchase Date, Music Title, etc., and most importantly Serial Number. RPOS technology allows for preconditioning of media in the first place, thereby making the fingerprint generating portion of the architecture much more efficient. A predefined transaction may authorize access to web content from a place off the web. It can originate at a real place of business. Purchasers (end-users) can physically go to a retail location, choose the media or merchandise they wish to acquire, proceed to a checkout (where age can be verified, if necessary), and pay with or without a credit card. At this point they are given an entry ticket that contains the necessary access codes to download individually licensed media from a server. Content or merchandise created using the RPOS can then be resold on the Internet and the tracking system will remain intact. While this may be called a more a simplistic approach than the existing way of Internet business, it is not an obvious approach. RPOS is conducting transactions off the web so that business can be done on the web.